



Lakes Business Group

2012 Overview



# General Overview

In late 2007, our founder Tim Bullard discovered an acute need in Wisconsin... professional, experienced advocates for small business owners, without the exorbitant private equity or M & A fees. Bullard, who represented clients such as Microsoft, Disney, Ameritech, Mercedes Benz, Blockbuster, Trump, Ford, Alberto Culver, Con Agra, Frigidaire and numerous other fortune 1,000 companies found a serious void and decided to enter into the marketplace in Wisconsin.

VR Business Brokers was selected as the platform for main street businesses as they had the best global network. In the worst economic environment in our lifetime, VR-Lakes Business Group, Inc. opened its doors and invested heavily in proprietary technology to gain a serious foothold in the marketplace.

Offering confidential, discreet business consulting services, VR-Lakes Business Group, Inc. has evolved into a multi-faceted consulting firm with a reputation of being Passionate Client Advocates. For the benefit of our client base, the strategic investment in technology/research data and staff depth provides the ability to leverage our significant investments in Intellectual Property numerous ways.

**We've changed the way businesses change hands.**

## Services

- Critical Path Approach Target Marketing
- Professional Offering Memorandum
- Financial Analysis and Recasting
- Global Marketing to 100 Websites
- 7,000+ Vetted Wisconsin Business Buyers
- Analysis and Recommendations
- Business Evaluations via Value Source
- Identify Market Potential
- Asset Preservation
- Turn-around Consulting

## Business Consulting

- Retirement Fund Business Funding
- VC/Angel Funds
- Peg Funds
- Exit Strategy
- Targeted Acquisitions
- Market Research
- Strategic Business Plans
- Shareholder Mediation
- Outsourced Marketing
- Access to a Network of Key Referral Sources

## Lakes Business Group's Results

- VR - #1 Business brokerage firm in world. (Entrepreneur magazine)
- VR - Sold more businesses than anyone else in the world.
- VR/LBG #7 Worldwide in 2009, #9 Worldwide 2010, #3 Worldwide 2011
- VR/LBG - #1 Main street business broker in Wisconsin
- VR/LBG - Set New records for closings, listings, sales price to asking price, & transactions
- VR/LBG - 110 day average to first offer compared to industry average of over a year.
- LBG M & A has a 100% success rate in Merger & Acquisition assignments.

Total Closed Deals - 2011  
**\$38,795,000**



# Main Street America Business Sales

- Small privately held enterprises from \$50k in annual sales to \$1,500,000.
- Two Significant Practice Disciplines

## Profitable On-going Enterprises

Profits of the business allow the Buyer to finance the purchase and provide a reasonable owner's income based upon the new funding rules. Going concerns with accurate historical books and records that are properly maintained, comply with standard accounting and reporting principles.

## Opportunistic Business Sales

Sales of entities that do not cash-flow out for a variety of reasons. We work with you to unlock the hidden value of the business and maximize the recovery of ownership.

# Mergers, Acquisitions & Divestitures

## Retained M & A

- Last Deal \$30mil+
- Strategic Planning
- Critical Path Approach Target Marketing
- Prospect/PEG Vetting
- 5,000 + PEG Funds
- Professional Offering Memorandum

## Divestitures

- Break Outs and Analysis
- Global Marketing
- Evaluations/Strategic Platform Marketing Plans
- Leverage Ratios
- Contract Targeted Acquisitions

# Commercial Real Estate

- Sales & Leasing
- Commercial, Industrial, Office, Retail and Multi-family Properties
- Valuations
- Professionally Designed Marketing Materials
- Database of Over 7,000+ Vetted Buyers
- Global Marketing
- Access to Varied Funding Sources



## Contact VR Today!

Tim Bullard

VR-Lakes Business Group, Inc.

Office: 262.347.2083

Email: [timb@vrbizlakes.com](mailto:timb@vrbizlakes.com)

[www.vrbizlakes.com](http://www.vrbizlakes.com)



**BUSINESS SALES**  
**MERGERS & ACQUISITIONS**

As seen on:



Lakes Business Group, Inc. © 2012